# Mr. News Dealer, It will pay you to DISPLAY and PUSH America's MOST-CALLED-FOR CIGARETTE!

ON MECH.

3-P

Figures for the last three months show PHILIP MORRIS sold nearly 20% more cigarettes than during the same period last year—a unit increase greater than that of all other cigarettes combined.

Latest tax-paid information confirms that—of the 4 leading brands—PHILIP MORRIS' increase far outstrips them all.

Alert news dealers! Build up extra stocks to meet this demand.

ON MECH.

## CALL FOR PHILIP MORRIS

Ad No. 115—American News Trade Journal—September 1950—(5¼ x 8½)

158-M

Source: https://www.industrydocuments.ucsf.edu/docs/lfxx0001

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